

**Eau Claire Redevelopment Authority
Minutes
Wednesday, August 17, 2016
Council Chambers, City Hall**

Members Present: Janine Wildenberg, David Klinkhammer, Jeff Halloin, Martin Green, Thomas Kemp, Dale Peters

Members Not Present: Mike DeRosa

Staff Present: Steve Nick, Jay Winzenz, Josh Solinger, Ned Noel, Dave Solberg, Audrey Boerner, Mike Schatz, Ray French

1. Call to order. This meeting was called to order by Ms. Wildenberg at 7:32 a.m.
2. Minutes from the meeting of July 20, 2016. The minutes from the meeting of July 20, 2016 were reviewed and approved on a motion made by Mr. Peters and seconded by Dr. Kemp. The motion passed.
3. Financial statements. Mr. Solinger presented the financial report for the month ending July 31, 2016. Operating expenses for July totaled \$2,262, and included \$986 for auditing services, \$10 for postage and shipping, and \$1,266 for utilities. Acquisition and capital expenses totaled \$3,301 for phase II environmental work in the Cannery District.

The financial statements for the month ending July 31, 2016 were reviewed and approved on a motion made by Mr. Halloin and seconded by Mr. Green. The motion passed.

4. Consider the Block 7 site for temporary parking. Mr. Faulkner from Confluence Arts, Inc. requested the RDA allow them to use the Block 7 site next to the parking ramp for temporary parking for 50-100 construction workers. Construction is expected to begin in October and this would be a good site for them. Mr. Solberg clarified that if temporary parking were granted, it would not inhibit development of the site. The City has identified other sites that could accommodate their parking needs. Mr. Faulkner added that they would provide a sign that stated the lot was available for development.

Mr. Halloin asked about the parking restrictions needed. Mr. Faulkner stated they only need it during the day, from 6:30am to 5:00pm, and that the lot could be open at night. Mr. Solberg added that the parking control systems are a maintenance concern. Mr. Halloin asked if nighttime use would affect the utilization of the new parking ramp. Mr. Solberg would like to see it closed, like it was for Haymarket construction. Mr. Faulkner added that they will maintain the lot.

There was discussion on whether to have a short-term lease. Mr. Green asked whether equipment would need to be stored there during off-hours. Mr. Faulkner indicated they don't intend for that to happen, but can't say it wouldn't happen. Offices for the project will be in Haymarket. Mr. Nick said the RDA could make a motion that authorizes certain terms and directs staff to prepare it or have staff draft an agreement for RDA consideration at their September meeting. Ms. Wildenberg indicated she would want to see it again. Mr. Schatz said he has some information from two developers who may have development

Schatz said he has some information from two developers who may have development proposals ready for the September meeting or sometime soon. Ms. Wildenberg directed Mr. Faulkner to work with the City Attorney on an agreement. Mr. Peters thought this should be in the form of a motion.

Mr. Halloin motioned to direct city staff to prepare a use agreement allowing parking on the Block 7 parking lot, and bringing it back to RDA for approval. Mr. Klinkhammer seconded and amended the motion for the use to agreement to specify that it is for 24/7 use. Mr. Halloin agreed. Motion passed.

5. Consideration of options for the Block 7 surface parking lot prior to any development project. This item was postponed.
6. Review and discuss the Indoor Public Market report on creating a food district. Mr. Noel, Associate Planner for the City of Eau Claire, reviewed the results of the Public Market feasibility study commissioned by the City Council. The market research concluded that a large indoor public market is not feasible. However, the Steering Committee and Consultant is recommending a different model that would be led by the private sector. Another larger option would be creation of a “market district” that would create areas based around food.

Mr. Noel continued that one of the recommendations is to utilize ‘Block 7’ in the North Barstow Redevelopment Area and owned by the Redevelopment Authority. He reviewed the matrix that went over the sites considered. Block 7 was identified due to its proximity to the Outdoor Farmer’s Market. Mr. Noel also reviewed the design concept from the consultant for Block 7, which consisted of an L shape, mixed-use building. It also has a main anchor in a specialty grocer and vendors in a quasi-public market style. The design also includes communal space, a restaurant, upper level apartments, and underground parking. Right now they are floating this vision for development by the private sector. The question to the RDA is whether they would be open to this sort of development scheme.

Mr. Klinkhammer asked how the parking ramp impacts the need for surface parking in the design. Mr. Noel clarified that the consultant thinks people will want some in and out surface parking for the grocery. Mr. Klinkhammer also asked if the study determined what the population density of the surrounding area that would be required for this to be successful. Mr. Noel said that they reviewed the 1, 2, 5, and 40 mile radii for the market analysis. However, population growth of households is slow within the inner city. Ms. Wildenberg asked about the next top sites. Mr. Noel discussed the “Liner” site next to the N. Barstow Parking Ramp, the Family Video Site, and others. Mr. Schatz advised that this study has been provided to developers and that the RDA would want to keep its options open to any potential development.

Mr. Noel discussed a second recommendation, which is the creation of a Market District. This would be more of a branded district, market driven by food, and tied into the efforts of the BIDs or DECI. The consultant’s proposal does not include a staff member and it

focuses more on brochures and banners. Mr. Noel added that another option could include a ½ time staff member with a marketing budget. He referenced the example of Green Bay and the Titledown Brewery site. The area from the consultant extends from the 2 brewers from the West side of the Chippewa River, down to Phoenix Park, and across to Haymarket Landing. It depends where businesses locate. Mr. Schatz indicated that there is a joint meeting of DECI and the BIDs to discuss the Report with the consultant.

Mr. Kemp advises further study of what makes the Farmer's Market a success. What are the rents, price points, etc. because those are a sign of what works for this community. They are kind of modest, which makes Block 7 expensive. Further study should understand the local output needed to make this successful. Mr. Noel indicated that the report includes pro formas for 6 different plans, and includes sales requirements.

Mr. Green mentioned that Fort Collins, CO completed a similar study with similar results. They also have a great outdoor farmer's market and are now looking at options for indoor, similar to what was recommended here. Mr. Halloin agreed with Mr. Kemp regarding Block 7. He also considered ways of expanding the current farmer's market and potentially allowing for some build out there. Mr. Noel said the study group talked with different vendors not in the Farmer's Market and considered the role of Banbury Place. Ms. Wildenberg opened up the topic to the audience. There were no speakers.

7. Review revised conceptual plans for the Cannery Redevelopment District. Mr. Schatz introduced Mr. Johnson and Mr. Silewski from Ayres Associates. Mr. Johnson reviewed two revised conceptual plans for the Cannery Redevelopment District since the last RDA meeting. First was Master Plan Option A. It reflects some of the discussions with Family Video and the Brewing Projekt. The residential development to the north shows less density and some closer to the River. From the south, they tried to hold businesses at the corners, keeping residential to the north. Townhomes or senior homes about the neighborhood and keep a more residential feel.

Master Plan Option B reverses the building on the Family Video site and without the warehouse on the Brewing Projekt. This provides a more direct visual connection to the River and trails. There would also be more developable land next to the Brewing Projekt with street frontage. This plan also clusters parking and presents different residential spaces with townhomes clustered along the River. Mr. Johnson asked for any feedback.

Ms. Wildenberg asked whether any streets would be vacated. Mr. Johnson advised that both Platt and Oxford are the same and with entrance off of Maple. The plans allow for the configuration of through traffic. Mr. Kemp likes Option B and the building configuration. Mr. Johnson's said his takeaways were what to present for the corner of the development on the Family Video site, how to approach the development north of the Brewing Projekt, and the placement of townhomes within the residential development.

Mr. Halloin said he also likes Option B and discussed the corner of Madison St. He also emphasized the importance of the parcel north of the Brewing Projekt for generating

increment. Mr. Halloin asked about the concepts moving the neighborhood park to the river. Mr. Johnson responded that this complements uses of the neighborhood park and the connectivity of the trail. The neighborhood park would also be updated and the recreation would be designed differently. Mr. Johnson added that those updates could be made on the current park site, but it would be a lost opportunity to connect the park to the community. Mr. Halloin further discussed the difference between community and neighborhood space and how you create a separate community space that absorbs the cost of a neighborhood park. Mr. Johnson responded that you will have more people using the combined neighborhood and community space than you do now. Mr. Halloin asked what the draw of the community park space will be to those outside of the area. Mr. Johnson said the draw will be the topography and how the park space embraces winter. There are also opportunities for gathering areas, community gardens, and marketing to a younger group with a focus on healthy living.

Mr. Peters added that the Engineering Department is in the process of staking the trail, which may be ready for a tour in late fall. He added that staff is having meetings to talk about the park space, including scope, space, and timing. They will continue to work with Mr. Johnson to balance the community draw and neighborhood park. Ms. Wildenberg clarified that the RDA will approve the conceptual plan in the future. Mr. Schatz added that the plan will be used for marketing of sites.

Mr. Peters also asked about the concerns for "crime prevention through environmental design". Mr. Johnson added that one of the principles is territorial ownership and putting "eyes" into those spaces. Mr. Peters expressed concern on the design of the enclosed residential spaces and who has the ownership. Mr. Johnson discussed how the residential spaces add a visual connection to the area. There will also be lighting and other design features to make it more observable. Mr. Green asked whether there have been projected traffic counts and whether the street improvements costs are factored in the upgrade. Mr. Johnson said they will put placeholders in for street improvements.

Ms. Wildenberg asked if there were questions from the audience. There were no speakers. Mr. Klinkhammer asked about the relationship between this development area and the revitalization of this neighborhood. He thinks there is more at stake than just this geographic area. There is also a need to improve accessibility and connecting it to the north to Wells Rd and west to the Interstate. He would like to see something more organic in design of the buildings to take advantage of the vistas of the river.

Mr. Johnson said the next step is to add in visualizations. The current step was a building massing study. Mr. Kemp added that the RDA will need to hold the line on the valuations in the future to force developers to design accordingly. He also wants to see safe ways for kids to get across the street from the neighborhood to the park.

Mr. Nick further discussed the 2 blocks of residential and acknowledged a lack of "riverfront terrace"-type drive. He also expressed concerns about the parking lot and there being a lack of visibility for the park space. Mr. Johnson highlighted the through road in the

residential development and expanded public space from prior plans. The current question was more on the placement of the buildings. Mr. Halloin asked about extending Oxford to loop to Maple St. Mr. Johnson said the goal was to create a different Phoenix Park and that extending Oxford to Maple will change development. Mr. Halloin thinks that would be a helpful device in planning.

Mr. Schatz also conveyed some of his conversation with Family Video. They agreed to the RDA sharing ideas for redevelopment with them. Family Video is not closing and has agreed to look at the concepts. There is no guarantee they will become a participant.

8. Consideration of submitting a proposal to purchase property at 101 N. Dewey Street in the Soo Line Redevelopment District. Mr. Peters moved to table this item until after closed session, second by Mr. Klinkhammer. The motion passed.

Mr. Halloin excused himself from discussion of the purchase of property at 101 N. Dewey St in closed session.

There was a motion made by Mr. Peters to go into closed session, seconded by Mr. Kemp. The motion passed and the meeting continued into closed session.

CLOSED SESSION

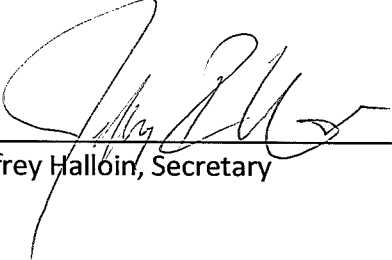
The Redevelopment Authority may convene in closed session to discuss the terms and conditions of a redevelopment proposal to purchase property at 101 N. Dewey Street in the Soo Line Redevelopment District, which is permitted in closed session pursuant to Wisconsin Statutes 19.85(1)(e).

There was a motion made by Mr. Klinkhammer and seconded by Mr. Kemp to go back into open session. The motion passed and the meeting continued back in open session.

Mr. Klinkhammer made a motion to direct staff to make an offer on the 101 N. Dewey St property, seconded by Mr. Kemp. The motion passed. Mr. Halloin abstained.

9. Executive Director's Report. Mr. Schatz introduced Kyran Hamill, the new Communications and Promotions Coordinator for Downtown Eau Claire, Inc.
10. Announcements, directions and correspondence. The next Redevelopment Authority meeting is scheduled for Wednesday, September 21, 2016.

The meeting was adjourned at 9:18am.



Jeffrey Halloin, Secretary